

**Chat Participants:** Kunnal Vij [REDACTED], Meredith Thieme  
[REDACTED], Meredith Thieme

**Chat Start Date:** 04/03/23, 00:03:04 AM GMT

**Chat End Date:** 04/03/23, 22:14:48 PM GMT

**Service(s):** iMessage

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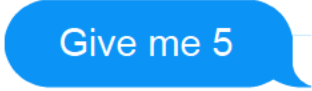
April 03, 2023

Meredith Thieme

Can I ask you a clarifying Q on cost of payments?

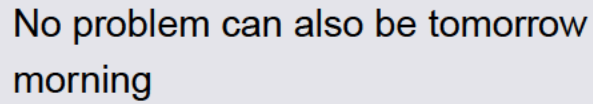
Sent: 04/03/23, 00:03:04 AM GMT  
Service: iMessage

**PLAINTIFF**  
U.S. District Court - NDCAL  
**4:20-cv-05640-YGR-TSH**  
*Epic Games, Inc. v Apple Inc.*  
Ex. No. **CX-0216**  
Date Entered \_\_\_\_\_  
By \_\_\_\_\_

Give me 5

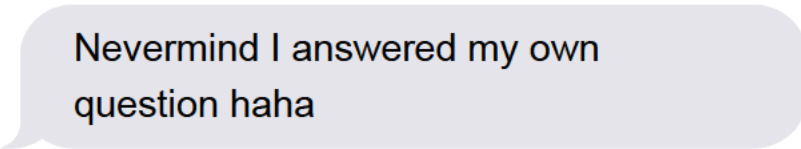
Sent: 04/03/23, 00:06:40 AM GMT  
Service: iMessage

Meredith Thieme

No problem can also be tomorrow morning

Sent: 04/03/23, 00:07:27 AM GMT  
Service: iMessage

Meredith Thieme

Nevermind I answered my own question haha

Sent: 04/03/23, 00:13:33 AM GMT  
Service: iMessage

Hahaha i read this now

Sent: 04/03/23, 00:39:29 AM GMT  
Service: iMessage

Meredith Thieme

Laughed at "Hahaha i read this now"

Sent: 04/03/23, 00:40:47 AM GMT  
Service: iMessage

Kunnal Vij

Well seems Alex didn't get the memo  
that Meredith was presenting 😂

Sent: 04/03/23, 17:17:43 PM GMT  
Service: iMessage

Meredith Thieme

Laughed at "Well seems Alex didn't  
get the memo that Meredith ..."

Sent: 04/03/23, 17:18:22 PM GMT  
Service: iMessage

I am sorry about that..

Sent: 04/03/23, 17:20:24 PM GMT  
Service: iMessage

Meredith Thieme

all good!

Sent: 04/03/23, 17:20:35 PM GMT  
Service: iMessage

Kunnal Vij

Me and Nate were aligned, a miss on our side to not have talked to Alex..

Sent: 04/03/23, 17:21:02 PM GMT  
Service: iMessage

May be he is using this as a proxy to  
test the flow before tim 🙌

Sent: 04/03/23, 17:21:31 PM GMT  
Service: iMessage

Meredith Thieme

Loved "Me and Nate were aligned, a  
miss on our side to no..."

Sent: 04/03/23, 17:30:51 PM GMT  
Service: iMessage

Meredith Thieme

i have an idea of how to add phil's  
suggestions but let me know if you  
want to quickly chat through

Sent: 04/03/23, 17:32:21 PM GMT  
Service: iMessage

Shared the Uk numbers with Tejas?

Sent: 04/03/23, 18:52:02 PM GMT  
Service: iMessage

Meredith Thieme

yep

Sent: 04/03/23, 18:57:57 PM GMT  
Service: iMessage

Kunnal Vij

Thanks 🙏

Sent: 04/03/23, 18:58:19 PM GMT  
Service: iMessage

Meredith Thieme

Liked "Thanks 🙏"

Sent: 04/03/23, 19:00:39 PM GMT  
Service: iMessage

Meredith Thieme

Hmm we're still seeing no shift to alt  
pay with \$0 threshold...

Sent: 04/03/23, 20:55:03 PM GMT  
Service: iMessage

Kunnal Vij

Wow

Sent: 04/03/23, 20:57:57 PM GMT  
Service: iMessage

Kunnal Vij

That's surprising

Sent: 04/03/23, 20:58:00 PM GMT  
Service: iMessage

Kunnal Vij

Are u done with Nate review?

Sent: 04/03/23, 20:58:18 PM GMT  
Service: iMessage

Meredith Thieme

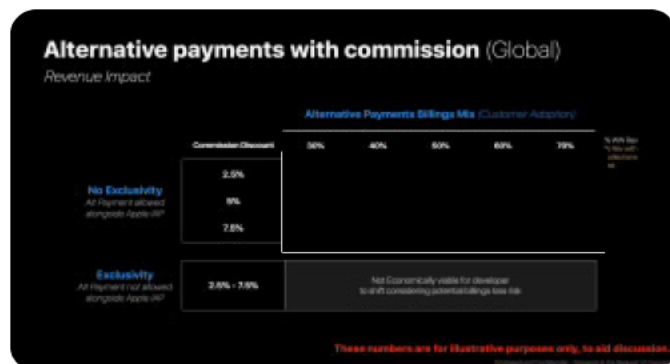
Just wrapped yeah

Sent: 04/03/23, 20:58:28 PM GMT  
Service: iMessage

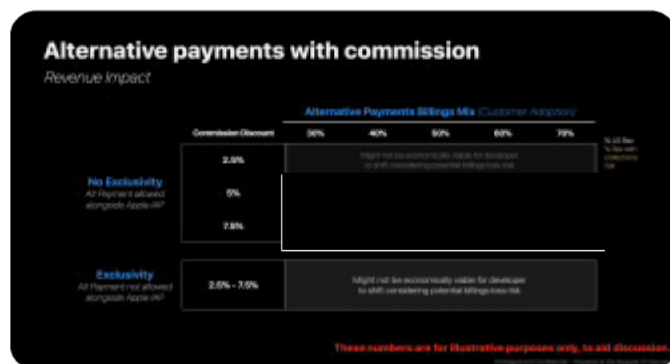
Ok let call you..

Sent: 04/03/23, 20:58:44 PM GMT  
Service: iMessage

Meredith Thieme



&lt;&lt;Attachment file name: IMG\_5907.jpeg &gt;&gt;

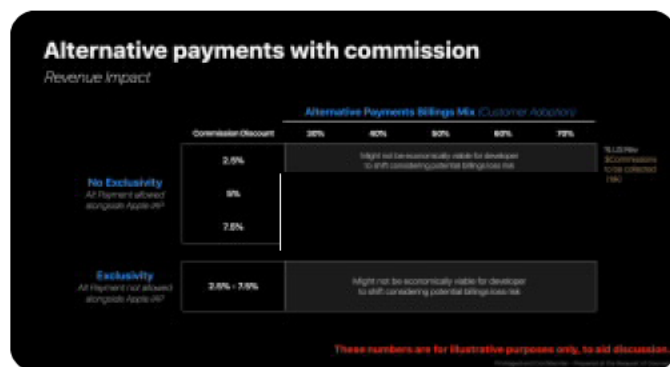


&lt;&lt;Attachment file name: IMG\_8758.jpeg &gt;&gt;

Sent: 04/03/23, 21:42:02 PM GMT

Service: iMessage

Meredith Thieme



&lt;&lt;Attachment file name: IMG\_0270.jpeg &gt;&gt;

Sent: 04/03/23, 22:05:14 PM GMT

Service: iMessage



Kunnal Vij

Looks perfect

Sent: 04/03/23, 22:09:06 PM GMT  
Service: iMessage

Meredith Thieme

great. i'll do the same for the global  
slide and then i can text in our thread  
with alex?

Sent: 04/03/23, 22:09:43 PM GMT  
Service: iMessage

Kunnal Vij

Loved "great. i'll do the same for the  
global slide and t..."

Sent: 04/03/23, 22:14:48 PM GMT



# Alternative payments with commission

## Revenue Impact

		Alternative Payments Billings Mix (Customer Adoption)					% US Rev \$Commissions to be collected (risk)
Commission Discount		30%	40%	50%	60%	70%	
<b>No Exclusivity</b> <i>Alt Payment allowed alongside Apple IAP</i>	2.5%	Might not be economically viable for developer to shift considering potential billings loss risk					
	5%						
	7.5%						
<b>Exclusivity</b> <i>Alt Payment not allowed alongside Apple IAP</i>	2.5% - 7.5%	Might not be economically viable for developer to shift considering potential billings loss risk					

**These numbers are for illustrative purposes only, to aid discussion.**

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# Alternative payments with commission

## Revenue Impact

		Alternative Payments Billings Mix (Customer Adoption)					% US Rev % Rev with collections risk
Commission Discount		30%	40%	50%	60%	70%	
<b>No Exclusivity</b> <i>Alt Payment allowed alongside Apple IAP</i>	<b>2.5%</b>	Might not be economically viable for developer to shift considering potential billings loss risk					
	<b>5%</b>						
	<b>7.5%</b>						
<b>Exclusivity</b> <i>Alt Payment not allowed alongside Apple IAP</i>	<b>2.5% - 7.5%</b>	Might not be economically viable for developer to shift considering potential billings loss risk					

**These numbers are for illustrative purposes only, to aid discussion.**

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# Alternative payments with commission (Global)

Revenue Impact

		Alternative Payments Billings Mix (Customer Adoption)					% WW Rev % Rev with collections risk
Commission Discount		30%	40%	50%	60%	70%	
No Exclusivity <i>Alt Payment allowed alongside Apple IAP</i>	2.5%						
	5%						
	7.5%						
Exclusivity <i>Alt Payment not allowed alongside Apple IAP</i>	2.5% - 7.5%	Not Economically viable for developer to shift considering potential billings loss risk					

These numbers are for illustrative purposes only, to aid discussion.

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